

I will come again,
and I will be millions

SCAMH CEO Catherine Zehn



**"WE NEED A BETTER
UNDERSTANDING!"**

- **Get rid of the MILITANT LANGUAGE** left over / imported from past failures like the **WAR ON DRUGS....**
- **Reflect the current REALITY**, which is that so-called "mental illness" is "chronic" or - if you prefer - the human condition and - so far as anyone can know - **PERMANENT....**
- **Reflect that what YOU call "mental illness" is MY way of life - and be RESPECTFUL....**
- **Reflect this WAY OF LIFE** in everything the pretends to be about me....
- **STOP the SLIPPAGE** at SCAMH from **EDUCATION** to **PROPAGANDA** - it's become a **CATARACT....**
- **Be SKEPTICAL** - as befits an institution that purports to be **EVIDENCE-BASED....**
- **Get RID of the maudlin SENTIMENTALITY** - it's **"STIGMATIZING"** (YOUR word) - it's **STUPID! (MINE!)....**
- **DON'T get CO-OPTED** by **BIG DUMB PR FIRMS** - Dentsu / Dentsubos - **ARE you LISTENING? NOOO....**
- **MOAN....**

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